

ABSTRACT

A vendor provides a customer an electronic communications system for customizing the content and the delivery date of product information. The communications system also keeps the vendor informed of evolving customer interests. In one embodiment, a computer-implemented method for customizing electronic communications to a customer includes storing a set of customer-provided data in a first database, the customer-provided data being associated with a customer identification code and characterizing the customer. A set of customer-behavioral data is then generated in response to a data selection made by the customer at an informational database and is stored in the first database in association with the customer identification code. A content database is configured for storage of a plurality of product data sets and then at least one product data set is selected from the content database as a function of the customer-provided data and the customer-behavioral data. The customer is then sent the data set from the selecting step via a communications network.